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May 1, 2007

To Whom It May Concern:

The National Marine Sanctuary Foundation (NMSF), a non-profit institution that supports the National Oceanic & Atmospheric Administration (NOAA) program activities, is issuing a Request For Qualifications (RFQ) seeking proposals to contract for a Web Coordinator to update and coordinate review of the [thankyouocean.org](http://thankyouocean.org), a web portal to ocean information that is part of the "Thank You Ocean" Campaign. The "Thank You Ocean" Campaign is a public service campaign jointly managed by the California Resources Agency and NOAA Marine Sanctuaries Program. Specific duties of the contract are outlined in the RFQ that follows.

The complete "Thank You Ocean" Campaign includes not only web presence, but television and radio public service announcements, billboards, bus shelter and phone booth advertisements, print ads, and various promotional materials. Every campaign element encourages Californians to visit the [thankyouocean.org](http://thankyouocean.org) website, so it is critical that the website remains up-to-date, dynamic, and interesting. To ensure the campaign's success at educating the public and changing attitudes and behavior towards the coast and ocean, the website must be inspiring, comprehensive, and worth revisiting for information and activities to protect the ocean.

Proposals should be submitted electronically to the National Marine Sanctuary Foundation at [allison@nmsfocean.org](mailto:allison@nmsfocean.org) by close of business on Tuesday, May 15<sup>th</sup>, 2007. The contract award winner will be notified by email by Close of Business on Friday, May 18<sup>th</sup>, 2007. Please address all questions regarding the details of the RFQ to Amy Boone at 916.653.9416 or [amy.boone@resources.ca.gov](mailto:amy.boone@resources.ca.gov).

Sincerely,

Allison Alexander  
Grants Manager

**California Public Ocean Awareness Campaign  
Request for Qualifications  
THANK YOU OCEAN WEBSITE COORDINATOR  
& CONTENT DEVELOPER**

**National Marine Sanctuary Foundation**

**\*\*Please feel free to distribute this announcement to your colleagues\*\***

**GENERAL INFORMATION**

**Submittal deadline:** Close of business on Tuesday, May 15, 2007.

**Email qualifications to:** Allison Alexander, Grants Manager,  
National Marine Sanctuary Foundation, [allison@nmsfocean.org](mailto:allison@nmsfocean.org)

**Direct questions to:** Amy Boone, (916) 653-9416, [amy.boone@resources.ca.gov](mailto:amy.boone@resources.ca.gov)

**Contract award date:** Close of business Friday, May 18, 2007.

**Contract start date:** Immediate

**Location:** Negotiable

**BACKGROUND**

The “Thank You Ocean” campaign was designed to instill in Californians a sense of personal connection and responsibility to our ocean and coast. The campaign’s website, [www.thankyouocean.org](http://www.thankyouocean.org), is intended to be a portal to California ocean information. At the site’s core are links to ocean related organizations that represent detailed topic specific and detailed information. These links provide access to existing information providing the website visitors with current topic-specific ocean information.

The “Thank You Ocean” campaign was launched in September 2006 and is jointly managed by the California Resources Agency and the National Oceanic and Atmospheric Administration’s (NOAA) National Marine Sanctuary Program. The campaign is supported by the Ocean Communicators Alliance, a group of more than 100 ocean-related organizations, agencies, and businesses in California. The campaign’s core team consists of representatives from the state and NOAA, and is led by co-chairs representing both the state and NOAA.

The campaign message can be found in television and radio public service announcements, billboards, and bus shelter and phone booth advertisements, print ads and other publications, and various promotional materials. Each of the campaign elements encourage Californians to find out how they can help the ocean by visiting the [thankyouocean.org](http://thankyouocean.org) website. As the campaign gains more exposure, it is critical that the website remains up to date, dynamic, and interesting. Initial analysis of the website’s statistics suggests that since the campaign’s launch the site has received thousands of hits, but a smaller percentage return. To ensure the campaign’s success at

educating the public and changing attitudes and behavior towards the coast and ocean, the website must be inspiring, comprehensive, and worth revisiting for information and activities to protect the ocean.

## **SCOPE OF WORK**

The campaign's core team seeks to contract for a Website Coordinator for website content development and management, which will include coordination, development, and regular updates of the [thankyouocean.org](http://thankyouocean.org) website content. Additionally, the coordinator will be responsible for ensuring that all website content has been reviewed by key members of the campaign core team prior to submitting content to the Webmaster. The Website Coordinator will work closely with the [thankyouocean.org](http://thankyouocean.org) Webmaster who will build the website according to the specifications submitted by the coordinator.

The campaign team anticipates this position will require approximately 40 hours per week in the near term leading up to June 8, 2007 and approximately 15 hours of work per week following for the duration of one year. Initially, the Website Coordinator will be responsible for updating and reorganizing website content. Following this initial update and reorganization, the coordinator will be responsible for maintaining and updating the website content. An extension of services for a second year will be determined based on performance and funding availability.

Specific responsibilities will include:

- 1) Work with the campaign's coordinators on changes, additions and edits to the [thankyouocean.org](http://thankyouocean.org) website
- 2) Take initiative to develop content and propose ways in which to engage the public
- 3) Secure photos from supplied sources to correspond with content
- 4) Secure web page locations from Alliance members and others as links from [thankyouocean.org](http://thankyouocean.org)
- 5) Facilitate the Ocean Communicators Alliance's involvement in website development by gathering pertinent information and feedback from the Alliance members.
- 6) Coordinate website content changes, edits additions, and review.
- 7) Work closely with the Webmaster in order to ensure the content is represented on the web according to desired specifications. This may preparing the website content in a web savvy format.
- 8) Provide updated information to the Webmaster for the site's calendar, an action of the month, other content that changes regularly, and content changes that arise throughout the year.
- 9) Work with Spanish translators on creating a Spanish home page with links to Spanish pages provided by Alliance members
- 10) Report to the campaign's core team on the status of the website, analysis of website statistic reports from the Webmaster
- 11) Recruit members for a Website Working Group and coordinate the work of this group by convening all meetings and conference calls. The goal of the Website Working Group is to gather focused input from experienced professionals and guide the content development by the Website Coordinator.

## EXPERIENCE

Experience in public education, writing or web communications is required. Ability to coordinate multiple parties is a must. Ability to present ideas creatively is important. The ideal candidate will have knowledge of marine science and ocean issues. Experience in web development is preferred.

Please note that this position is by contract only does not entail any additional benefits.

## INSTRUCTIONS

Qualification statements must be submitted by Close of Business on Tuesday, May 15, 2007. Each submittal should include:

- 1) Name of interested party (firm or individual) and key contact information, including telephone numbers, postal and email addresses
- 2) A specific statement of key competencies related to the project identified above. This should include a listing of relevant projects completed, including a clear description of work delivered and time frames.
- 3) Succinct biographical information for the individual(s) who would undertake work requested
- 4) A list of references
- 5) An estimated cost for services based on 15 hours of work per week for one year, and including 40 hours per week for the first 4 weeks

The statement, including these elements, should be no longer than ten (10) pages. Bids shall not exceed \$19,000.

Please submit your statement of qualifications in .pdf format only by the close of business on Tuesday, May 15, 2007 via email to:

Allison Alexander, Grants Manager, National Marine Sanctuary Foundation  
[allison@nmsfocean.org](mailto:allison@nmsfocean.org)

Questions may be addressed to: Amy Boone, (916) 653-9416, [amy.boone@resources.ca.gov](mailto:amy.boone@resources.ca.gov)

Contract award will be noticed via email by close of business Friday, May 18, 2007.

The National Marine Sanctuary Foundation has also released a Request for Qualifications (RFQ) for a Webmaster and Designer for the [thankyouocean.org](http://thankyouocean.org) website. To submit a proposal for both services, please submit separate statements for each RFQ.

NOTE: All content developed through this contract will become property of the State of California and NOAA. Academic and other publications based on the work are acceptable if acknowledgement is given to the funding support provided by the California Resources Agency and NOAA, and the following statement is included on each publication: "The views expressed herein are those of the author(s) and have not been reviewed by, nor have they been approved by, the State of California nor the National Oceanic and Atmospheric Administration."